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# **Wave Telecom Business Plan (2014-17)**

***Release 0.0.0***

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## RELEASE NOTES AND NOTICES

This section provides information about what is new or changed, including urgent issues and documentation updates.

### 1.1 Version 0.1.0

This is the first release/ draft of this technical document.

### 1.2 Older Versions

The table below contains information and links to, older versions of this document.

Table 1: Table 1.0 - Older Versions of this Document

archive date	version	description	download link
YYYY-MM-DD	0.x.x	N/A	no older version

#### 1.2.1 Version 0.0.0

N/A

### 1.3 Known and Corrected Issues

Below is a table of pending issues which have been reported to our team. These issues will be cleared from this list as and when they are remedied.

Table 2: Table 1.1 - Known Issues

date	version	subject	description
YYYY-MM-DD	0.1.0	Draft	first draft only

**Comments** - none

### **1.3.1 Recently Updated Topics**

Nothing significant to report

## EXECUTIVE STATEMENT

### 2.1 Business Overview

Wave's new technology initiative transforms digital communications, from an affordable privilege to a free and inherent human right. This highly disruptive technology provides certainty to many people during the current shift to a knowledge-based economy.

In exchange for free internet access, scalable ads are displayed. Advertisers benefit from a premium ad network with click through rates of up to 24% while users enjoy free internet access. Internet service providers also benefit from a lucrative new revenue model.

The first test case was conducted on a small public wifi network in Britain in 2010. In 2012 a virtual currency mining module was introduced to utilise redundant processing power and compliment the networks monetisation model.

Where the leaders in internet advertising (Facebook and Google) achieved a minimal average click rate of 0.2% in the third quarter of 2013. Wave's approach to its new form of advertising enables advertisers to gain a premium service complimented with its innovation in high end scalable SVG rich media display advertising; demonstrated in our sites interactive demo.

#### 2.1.1 The foundations of a new economy (Knowledge based economy)

The previous level of human development was the industrial revolution. It allowed nations to sustain. Prior to this we were in the agricultural age, where only cities and towns could be sustained. Throughout all levels, a change in the economic system needed to occur in order it evolve to be efficient enough for the new paradigm. The same economic shift is about to happen as we near what is being deemed 'the knowledge economy'. Wave telecoms approach to making the internet a free inherent birth right is the foundation for the transformation into the much anticipated knowledge based economy.

Wave was formed in 2012 by a platoon of communications and cyber security experts from the Royal Corps of Signals. This community has financed the early phase of research and development of a pioneering new network telecommunications platform.

The platform facilitates a new generation of SVG applications which will enable our initial platform to have lightweight applications running on our user interface.

An introduction of virtual currencies in our platform opens a range of opportunities both for our independent securities exchange and the potential for mining virtual currencies to further monetise our platform.

## KEY FEATURES

INTELLIGENT  
ADVERTS SIT  
UNDER THE  
WEBPAGE



APP-STORE SLIDE  
MENU BUTTON SITS  
ABOVE THE WEBPAGE



SOCIAL PROFILE  
NETWORK ACCESS

FEATURES REMAIN CONSTANT THROUGHOUT THE USERS BROWSING EXPERIENCE

## 2.2 Research and Development

We have conducted extensive research regarding the engineering and initial output of our solution. We have accumulated a range of talent to build our initial platform and firmware.

In the 2012 mobile world conference of international telecoms (ITU), Wave submitted its initial proposal stating internet should be a free and inherent right to 178 world leaders. Coincidentally in August 2013, Facebook launched its free internet initiative which adopted waves charter and was supported by many of the major companies that attended the 2012 mobile world conference such as Qualcomm, Samsung etc.

The adoption of newer technology and its ability to cause a viral effect allows for technology platforms to reach their potential at a much faster rate. Traditional technology such as the telephone reached 50million users in a period of 75 years, yet later examples such as the 2012 gaming application Angry-birds took a mere 35 days to reach a total of 50 million users.

Thomas Powers coined the phrase 'network thinking', which is the trans-human behaviour of openness, randomness and supportiveness. This supports the idea of us moving into a knowledge based economy where the ideas of law, economy and politics move across to an open system being that of the internet. This shift has already begun to move forward especially with the mass adoption of virtual currencies, such as Bitcoin

## 2.3 Development

Wave is pioneering in the field of telecommunications and digital advertising. Our revolutionary technology platform makes it possible for our internet solution to work with Internet Service Providers (ISPs), and offer our solution to a user base exceeding 50-million users by the end of 2016.

We are developing the right technology for the right market at the right time. For an emerging multi-billion market opportunity. Our business team have planned and prepared an innovative technology and business model that can meet this challenge head on and exploit the market opportunity.

Making digital communications free is now technically possible and has now been proven with a prototype technology developed by Wave Telecom. It eliminates the need to bill both home and commercial users of any size for their internet usage as the high levels of targeted display advertising revenues mean we can not only cover these payments directly to the Internet Service Provider, but also generate substantial profits after these costs are met. Additionally with our high

click through rates (CTRs) that are up to 12000% higher than the average CTR generated by Facebook and google demonstrated by our case study amongst 7000 users based in the Boulders centre, South of Wales.

This technology gained a firm position in several recent award ceremonies, including Cisco British Innovation, Cyber Smart, Next Generation Digital Challenge and Digital Communications.

Wave telecom is structured as a trust, that consists of a group of forward thinking telecommunications experts whom research trends in future visions and finance the development of new era technologies.

This team has been developing, installing, maintaining and operating essential telecommunications infrastructures and information systems for years, beginning their training in The Royal Corps of Signals, which is now Britain's most innovative force in cyber security and defence in electronic warfare.

In accordance with the Trusts' Charter, society's biggest leap forward in the information age will only occur once our ability to communicate digitally is transformed: "from an affordable privilege to a free and inherent right". It's believed that this transformation alone will have a more lasting positive impact than anything already experienced during the 21st century.

Wave Telecom is now establishing its final alpha stages of our firmware concept that has been 2 years in development to allow us to initially begin trading in well established resorts. We will not only bring this concept to market but also develop the technologies that will facilitate it, both in the short and long term. Once phone calls, internet access and the devices that enable these benefits are made free to the individual, the entire world can interconnect at every level, all of the time.

## **2.4 Vision Statement**

The further development of these technologies in cyberspace and telecommunications can immediately benefit everybody, with the introduction of a new knowledge based economy.

Over the next 6 years we will be releasing some of the most innovative and state of the art technology available in the world and globally. Our aim is to provide not only these technologies, but all other forms of communication such as session initiation protocol (SIP) mobile phone use to our customers, cost free. We can also develop and provide our users with other tools such as Waves lightweight SVG applications.

Our Wave technology development team is consistently ahead of their time with their high end technology development, involving some of the worlds best talent to engineer our firmware to make our charter possible.

Wave firmware will begin its initial release in resorts based in the Caribbean hoping to gain a user base of 1 million prospective users in its first year of trade. This will mean approximately generating a user base of 10000 users in 60 resorts based on an approximate 10% penetration rate. Wave has already established long term relationships with many of the high end resorts based in the Caribbean, where we will initially release our free internet solution with the installation of our firmware.

The aspiration for Wave telecoms is to make its free internet process an automated download enabling anyone with a router to use Waves free Wi-Fi solution. We have extensively looked upon the fundamental ways of deploying an automated solution to give everyone free internet, rather than singularly deploying our solution to major commercial organisations such as resorts. However the short term approach to bringing wave to the market is to initially release in commercial resorts such as Casa De Campo. This will allow us to build upon investor confidence and begin a sustainable anticipated trading opportunity forward.

On release next year the process to sign up and use our product will be short and very simple.

- ?Connect to Waves wifi hotspot
- Sign in through our portal using an email address or social media login
- Begin surfing the web with Waves free internet platform



## 2.5 Display Advertising

Our SVG Ads will rotate through the bottom of the screen, and fade into alternative Ads over a cycle. Our Ads will be highly scalable as a result of being SVG, as assuring their high quality resolution is sustained on an device size.

Our Ads are classified as a premium service, as they are in the viewers browser 100% of the time, throughout their browsing session with wave. This justifies our high CPM rate of (20GBP per CPM), which has been justified and offered by Winston Hamill of Mobile Interactive Group.

A small percentage of the Ad revenue generated and virtual currency mining techniques to generate a healthy income, allowing us to easily compensate the Internet Service Provider (ISP).

## 2.6 Display Advertising Monetisation

Using Casa De Campo resort data for key analytics, the cost of providing internet throughout their resort is approximately 15,600 USD annually, which equates to approximately 3.437 percent of the total Ad revenue generated alone, not taking into consideration open monetisation opportunities for our platform that are in development such as Virtual currency mining.

These advertising campaigns, based on targeted relevant products and services, have been trialled in case studies that form part of our previous research & development campaigns over the past two years. The details of which shall be provided within this document, but suffice to say, the success rate is better than any other advertising campaign running



on the internet. Both Facebook and Google's advertising campaigns give an average click through rate of 0.2% (Third quarter 2013 statistics). The case studies of Wave Telecom produced a click through rate of up to 24% - a figure not reachable to any other campaign today, this is feasible due to the fact our Ads are high quality SVG graphic, they are in the users browsing experience 100% of the time, the Ads are targeted according to the users content and location.

Wave Telecoms advertising is highly valuable and described as a premium Ad service due to its high CTR rate making its revenue stream highly lucrative.

We will not initially monetise our platform with Ad inventory until the Ad serving network and interface has been extensively trialled and running smoothly. This will ensure that advertisers will get a high end experience and service, and they will stay loyal to our display advertising services.

Cluster	Logins	Time Minutes	Ads Served	CPM	Revenue (GBP)
La Marina	15000	225000	2250000	2250	45000
The beach	45000	675000	6750000	6750	135000
The hotel	30000	450000	4500000	4500	90000
Altos	2500	37500	375000	375	7500
<b>TOTALS</b>	<b>92500</b>	<b>1387500</b>	<b>13875000</b>	<b>13875</b>	<b>277500</b>

Our technology has already received approximately £700k in funding that was closed early due to our early success in research and development, the remaining equity at 120k was split equitably amongst our shareholders. We are now ready to begin the next stage of progressing the company towards launching our service to the public with a series A round of funding.

Our first partners based in the Dominican Republics exclusive resort of Casa De Campo will serve Ads generating a total revenue of 277,500 GBP (453870 USD) ( based on a total CPM rate of 13875, on a premium Ad £20 per CPM offer by Mobile interactive Group in late 2011.

Casa de campo is one of the most respected resorts in the Caribbean, located in the Dominican Republic, whom are incredibly happy to have our technology operating within their resort.

Using analytics from Casa de Campo, such as approximate internet usage, time per user and overall internet traffic on specific areas (clusters) of the resort; we have estimated the approximate revenue generated from this single resort.

## 2.7 Opportunities and Threats

STRENGTHS	WEAKNESSES
Innovative business development team & mentors. Established in Technology, Cyber security, Investments, Scalable Online Services, Marketing and Network-Telecommunications.	Limited early resources; Pending series A capital, High risk tech venture and limited capital due to the fact we are based as a trust not a legal entity.
Strong community support & engagement	Initially heavily dependent on investment, before initial trading begins
Borderless, Free Internet Access and Display Advertising Services	
2 years R&D, case studies & traction	
Assumption proven correct	
High end engineering partners brought forward	
Embracing Bit-coin has allowed for: Royalties to be paid anonymously with no legalities involving tax etc	
High footfall market opportunity with a range of Caribbean based resorts	
OPPORTUNITIES	THREATS
Build Alliances instead of competition	Emerging market, where tech giants have shown movement such as Facebooks internet org initiative
New standard in display advertising	Privacy/ data security concerns amongst users against targeted ad campaigns
Estimated \$200 Billion annual spend on display advertising by 2015	Political & legislative ignorance, due to Wave Telecom operating under common law
Meets government and industry demand of interconnecting the worlds remaining 4 billion population	
Free alternative for the already connected e.g. 3 Billion people	
Creates certainty amidst the uncertain future of Cyberspace	

## BUSINESS STATEMENT

### 3.1 Exit Strategy

Following the launch of all of our technology outputs in 2015, the exit strategy for Wave Telecom Limited is obtainable through 3 different options. Throughout the trading period we shall be advised by our company legal team and company accountant as to the best option to take and the optimum period to do it within based on our return on investment (ROI) and profit margin for the year.

#### 3.1.1 Option 1 - Private Share Trading

##### Short term exit strategy Year 1-3

We have successfully offered our initial private investors the option to trade shares with new investors as the business value increased through further investment on our technology and R&D. As promised, all our investors have traded whenever they have needed and are happy with the ROI received, even at the early stages of the business. Our aim is to offer this service throughout the first 3 years of trading.

#### 3.1.2 Option 2 - Merger/Acquisition/Friendly Takeover

##### Medium term exit strategy Year 2-5

In an ideal world a perfect exit strategy for Wave would be a merger or acquisition by another technology company or internet service provider (ISP). Our board of Directors would agree to this through a public offer of stock or cash made by the acquiring firm, and the board of the target firm will then publicly approve the buyout terms. Shareholder approval may be required dependent on whether there are any other shareholders other than directors at this point. The key determinant will be whether the price per share offered is acceptable. Given the growth prospects of Wave, at this point a premium figure would be expected.

### 3.2 Business Details

Bitcoin Address: 1EPayFv75fUKaSQiNxMNAtaR6tBo6AZDKU

Fragmented banking amongst our key individuals within our community of trust.

#### 3.2.1 Address

**Caribbean based office** Casa Llandavery 6km North of Jarabacoa Dominican Republic

**Britain based office** 25 Canada Square Canary Wharf London, E14 5LQ

### **3.2.2 Finance**

Our financial model is structured on virtual currency which is beneficial to Wave telecoms as a whole. It enables us to operate without the need to comply with financial regulators, avoiding complications in tax etc. Our company is based on a trust of 50+ cyber security engineers and investors, with a background in telecommunications and various cyber technologies.

## **3.3 Key People**

### **Founder - Hywel Ap Buckler**

Demonstrates skills in technology and business, accumulated as a result of thriving in his military career in cyber security. Hywel's ambition led to his early success and promotion as acting sergeant at 22 years of age. After gaining much valuable experience as a cyber engineer, Hywel left his military career to begin a long term business career. Hywel's initial success was with Media Receive which established contracts with Microsoft, Fujitsu, Sony and Santander. Hywel's traits in business continued with the launch of Silent Receive Ltd, which was a digital ad agency that consisted of some high profile clients such as Mercedes Benz plc. Hywel launched Trusted Office, an online marketing AI tool, that allowed various platforms to talk to each other, following the success of Trusted Office Hywel began indulging in a new free internet initiative which was Wave Telecom. After prior business success Hywel could set out for his new initiative full time and begin the fundamental research and development. In 2011, Hywel attended the World Conference on International Telecommunications, which was a treaty attended by the super powers of the world to fundamentally attempt to censor and control the internet through government legislation. Hywel proposed Wave's internet initiative at the mobile world conference by handing out a translated proposition. The proposal was received and is speculated to be the origins of Mark Zuckerberg's internet.org initiative supported by many of the telecommunication giants that attended the conference. Today Wave has carried out enough research and development to release its technology before internet.org and many other mainstream solutions; however internet.org has taken an alternative approach to making the internet free to developing countries without an initial monetised solution.

### **Head of Development - Armani Vashi**

Demonstrated his skills in business by building the online OSX and Windows software sales platform Ewap Net shortly after his GCSE's at age 16. Whilst completing A-levels in Mathematics, Physics and Chemistry, Armani launched an online cloud storage platform that gained significant attention from Microsoft Venture partners and Venture Capitalist Sequoia Capital whom offered a Letter of Intent based on a specific number of registered users. Later that year Armani was approached to join Wave Telecom's free internet initiative, and after consideration opted to join solely on an initial share deal. Today Armani manages the technical operations at Wave bringing forward opportunities with technical partners and managing the structure of Wave's platform.

## **3.4 Advisors**

### **Sir Micheal Moritz KBE; Sequoia Capital**

A Welsh venture capitalist with Sequoia Capital in Menlo Park, California in Silicon Valley, a former member of the board of directors of Google, and a philanthropist and writer.

### **Adrian Lamo; Computer security consultant**

An American threat analyst and former hacker. Lamo first gained media attention for breaking into several high-profile computer networks, including those of The New York Times, Yahoo!, and Microsoft.

## MARKET ANALYSIS

### 4.1 Initial Market

Resort market: High end resorts with major footfall and internet penetration rates pay approximately \$1300 USD/Month for their internet as a privilege. However with wave our premium display advertising covers the total cost in a selection of four high footfall areas based in Casa de campo.

Demonstrated on an modest annual footfall of 92500 logins annually at Casa De Campo on a 15% internet penetration basis, for a total of 15 minutes, wave can serve a CPM of 13,875, generating a total of 277,500 GBP (466,200 USD) in operating revenue.

This equates to an ideal solution for a resort, enabling them to eliminate their internet bills and target advertisers with SVG applications (on the resort hotspot), additionally enabling the resort to serve a limited number of Ads.

The resort can offer lightweight applications according to the cluster connecting to the Wave Wi-Fi hotspot. An ideal example suggested by the head manager at La Canya restaurant on Casa De Campo, was an interactive menu implemented on Waves firmware enabling users to view the restaurants menu, and even advertise special meals being offered at the restaurant at a particular time (which would enable seamless communication between the advertiser and customer). This equates to a win-win situation for both the customer and the advertiser.

The business model is not entirely based on the free internet and advertising platform. We have also embraced virtual currency using this as our fundamental structure of finance, and mining for Bitcoin and potentially alternative virtual currencies such as litecoin, where the mining held is greater than that of Bitcoin.

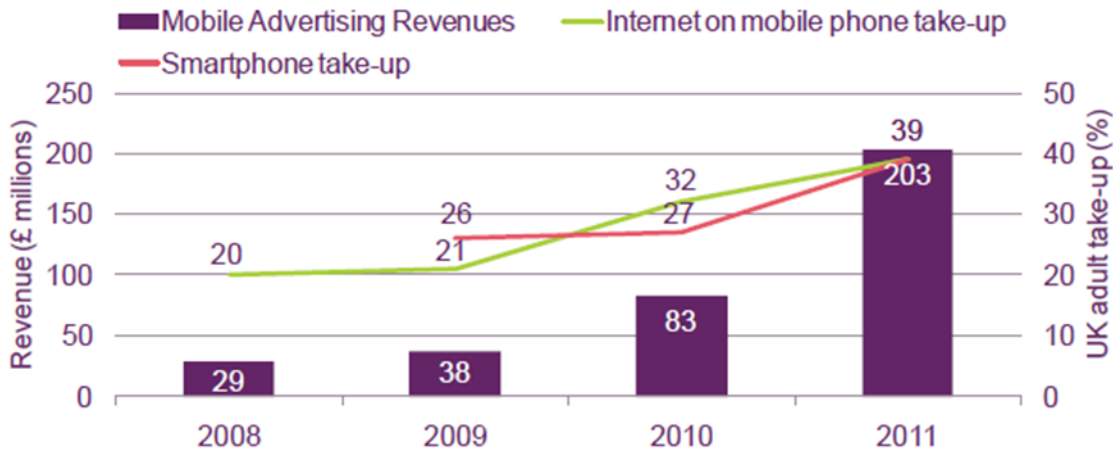
Internet advertising has escalated considerably in the past few years and continues to climb at a phenomenal rate; as with the mobile market. The use of SVG, compliments the growing mobile and tablet market as it engages to fit various screen resolutions without a distortion in its visual quality. Furthermore with the increase of internet speeds due to the development of technologies such as 4G LTE and Fibre optic broadband enabling advertisers to serve more content in a given time.

### 4.2 Internet Advertising

More advertising revenue is generated by internet advertising than by any other for of advertising.

The internet advertising industry is consistently growing with the exponential growth of the world wide web internationally. Revenues in internet advertising are becoming considerably more valuable. The ability for people to access the internet is becoming easier, and the need for customers to access the internet is now priority.

Mobile internet is considerably high especially in commercial establishments rather than the home due to their practicality. Wave brings in SVG advertising allowing high quality adverts across all device sizes, this is important as the number of mobile and tablet devices connected to the internet is growing more rapidly than the number of computer models connected to the internet.



Source: Mobile Advertising Revenues: IAB/PWC, Ofcom: take-up of internet on mobile phone and of smartphones

Note: Take-up figures are from Q1 of the following year.

**Time spent online per day (approximate)** We have used an average internet usage per user of 15 minutes, to gain our potential revenue stream from the aforementioned Casa de Campo resort. The expected revenue streams should be higher than anticipated due to the statistics generated by Ofcom

Mobile Browsing		Desktop/Laptop Browsing	
Browsing Internet	24 min	Social Networks	15 min
Social Networks	16 min	Search	4 min
		Online Games	10 min
		Classified/Auctions	7 min
Total	40 min		36 min

## 4.3 Type of Customer

The ideal customer profile is of someone who uses the internet as frequently as possible and a relevant target for our sponsors displayed advertisements.

We initially hit these ideal customers with our penetration at high end resorts based in the Caribbean, initially Casa De Campo.

If we break it down the ideal profile is as follows:

- Men and women
- Age 21-50
- Income: mainly lower-middle and higher-middle income individuals
- Singles, Married couples & families

The internet market is enormous and highly attractive to advertisers with the intense ability to target the ideal customer. Waves Ad platform and ability to specifically geo-target according to the hotspot being used builds upon its status as a premium service for advertisers.

## **FINANCIAL PROJECTIONS**

### **5.1 Sales Forecast**

12 Month cash flow forecast, shows a revenue stream being generated without initial release in a resort in September 2014 with our alpha version. We then estimate an increase in cliental with high footfall areas based in the Americas and Caribbean.

Month:	Pre-Start	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15	Apr 15	May 15
		1	2	3	4	5	6	7	8	9	10	11	12	Totals
Receipts														
Display Advertising	0	0	0	0	0	4,625	9,200	18,000	37,000	37,000	37,000	73,000	73,000	288,825
Virtual currency mining	0	0	0	0	0	55	110	220	440	440	440	880	880	3,465
Licensing fee	0	0	0	0	0	0	500	1,000	2,000	2,000	2,000	4,000	4,000	15,500
New equity inflow	700,000	25,000	20,000	30,000	45,000	45,000	70,000	70,000	95,000	100,000	100,000	100,000	100,000	1,500,000
Loans received	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Receipts</b>	<b>700,000</b>	<b>25,000</b>	<b>20,000</b>	<b>30,000</b>	<b>45,000</b>	<b>49,680</b>	<b>79,810</b>	<b>89,220</b>	<b>134,440</b>	<b>139,440</b>	<b>139,440</b>	<b>177,880</b>	<b>177,880</b>	<b>1,807,790</b>
Payments														
Commercial Internet Cost	0	0	0	0	0	1,000	2,000	4,000	8,000	8,000	8,000	16,000	16,000	63,000
Cash purchases	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Research	500,000	0	0	0	0	0	0	0	45,000	60,000	70,000	70,000	70,000	815,000
Salaries and wages	150,000	5,000	1,500	1,500	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	185,000
Website Development	50,000	4,000	4,000	2,000	4,000	2,000	4,000	15,000	15,000	25,000	15,000	15,000	15,000	170,000
Bitcoin Development	0	0	0	5,000	5,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	26,000
Firmware development	0	0	6,000	10,000	0	5,000	30,000	10,000	5,000	5,000	5,000	5,000	5,000	86,000
Technology Campus	0	8,000	0	5,000	1,000	1,000	1,000	1,000	1,500	2,000	3,000	3,000	3,000	29,500
Maintenance	0	6,000	3,000	3,000	1,000	3,000	3,000	10,000	10,000	5,000	5,000	5,000	5,000	59,000
Travel	0	2,000	0	500	0	5,000	5,000	5,000	10,000	10,000	15,000	15,000	15,000	82,500
Other														0
<b>Total Payments</b>	<b>700,000</b>	<b>25,000</b>	<b>14,500</b>	<b>27,000</b>	<b>14,000</b>	<b>22,000</b>	<b>50,000</b>	<b>50,000</b>	<b>99,500</b>	<b>120,000</b>	<b>125,000</b>	<b>134,000</b>	<b>134,000</b>	<b>1,516,000</b>
Cashflow Surplus/Deficit (-)	0	0	5,500	3,000	31,000	27,680	29,810	39,220	34,940	19,440	13,440	43,880	43,880	291,790
Opening Cash Balance	0	0	0	5,500	8,500	39,500	67,180	96,990	136,210	171,150	190,590	204,030	247,910	1,167,560
Closing Cash Balance	0	0	5,500	8,500	39,500	67,180	96,990	136,210	171,150	190,590	204,030	247,910	291,790	1,459,350

Our cash flow forecast demonstrates our initial trading expected in September 2014 at Casa de Campo with a 20% penetration rate on what is expected. We then estimate we will double the number of resorts/high footfall areas each month. Our expenses are related directly to our expected fees in-order to build and sustain a consistently powerful technology; these will increase systematically depending on the success of our funding rounds



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